

# MemberCentre User Guide Level One - Beginners

Version 1

User Group; CLP Secretaries, Members of Parliament and other nominated Constituency users.

#### Introduction

**MemberCentre** is the Labour Party's online national membership database, designed to make managing your member contact activity easy and efficient. It is a web-based interface which displays data in real time. All users share the same central database, eliminating the need to download and refresh your local data from the national party. It also enables you to access your member's details whenever you choose and from any PC.

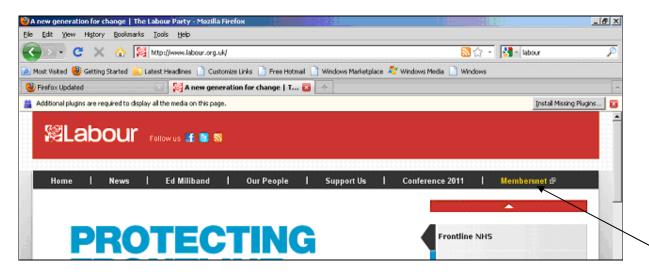
The purpose of this user guide is to provide you with an overview of the basic functions of MemberCentre, beginning at the Homepage. Step-by-step instructions are included to help guide you through your core membership administrative tasks, such as finding your member's records, updating your member's contact details and running standard reports.

In addition to this user guide, there is an on-line support and help section available from the menu toolbar of **MemberCentre**, which can be accessed from any page of the web application.

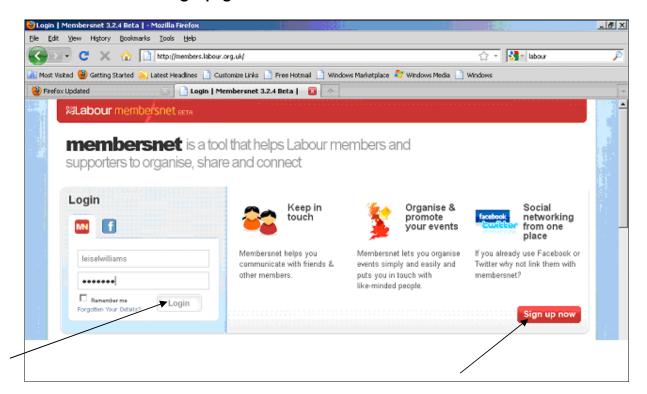
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# 1. Logging On

**Step 1:** To log in to **MemberCentre** you first need to log into your Labour Party Membersnet account via the main Labour Party website; labour.org.uk

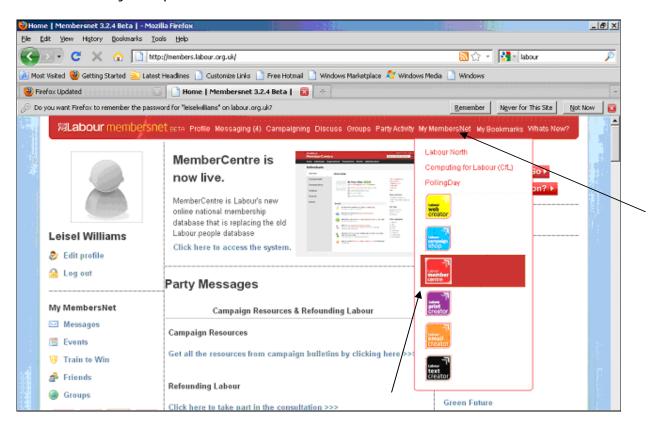


#### Labour Membersnet login page:

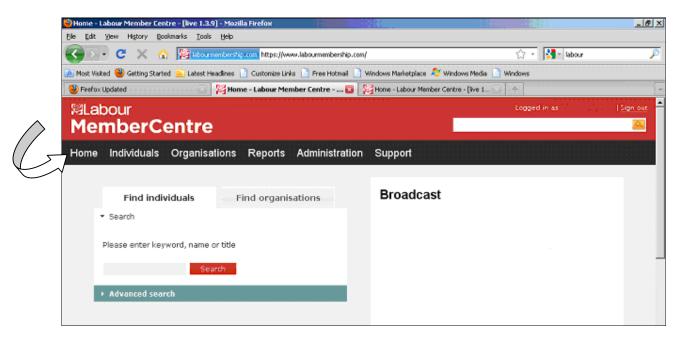


If you haven't used Membersnet before, you will need to set up a new account by clicking on the 'Sign up now' button - you will need your membership number.

**Step 2:** Once you have logged into your *Membersnet* account, all you need to do is click on the red **MemberCentre** icon within the Member Logins menu located at the top of the homepage. You will be automatically directed to your **MemberCentre** homepage without the need for anymore passwords.



#### MemberCentre Homepage:



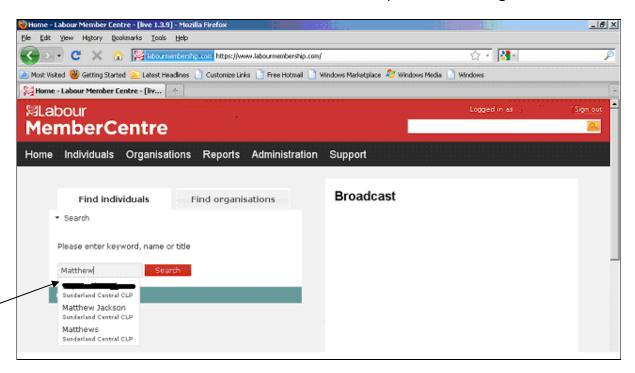
# 2. Homepage

## 2.1. Find Individuals/Find Organisations:

At the **MemberCentre** homepage you are presented with two search engines; Find Individuals and Find Organisations. These are sophisticated tools that enable you to retrieve either an individual's membership record or an organisation's profile page (your CLP contact details and officers).

## 2.2. Finding an Individual Member

**Step 1:** To find one of your member's records, begin to type either their name or postcode in the search box within the Find Individuals' tab. As you type, possible matches will autocomplete in a drop-down box for you to select the matching record. Alternatively, you can click on the search button to retrieve a full list of all the possible matching records.



**Step 2:** Select the matching result to open your member's membership record.

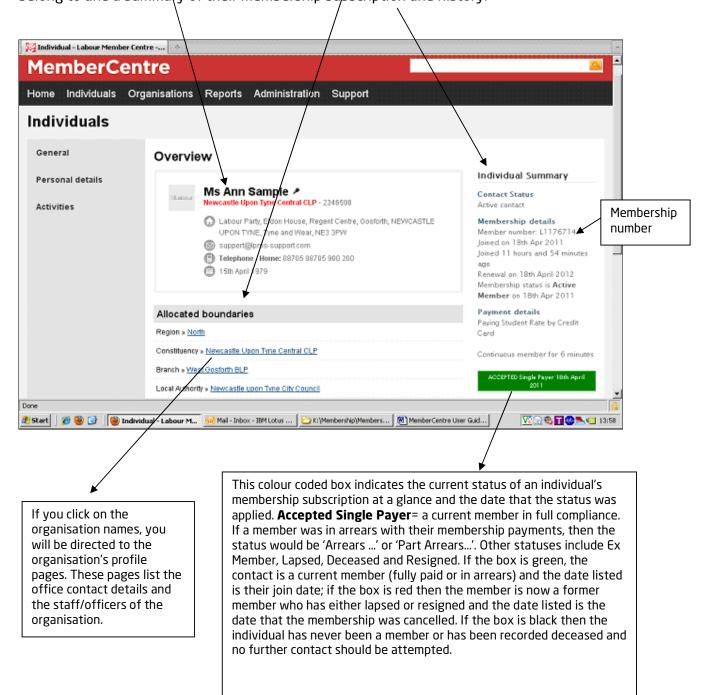
#### 2.3. Advanced Search

Enables you to search for an individual or organisation (CLP, Regional Office or Branch) using a number of criteria or a single piece of contact data, such as an email address, to help you identify an exact match.

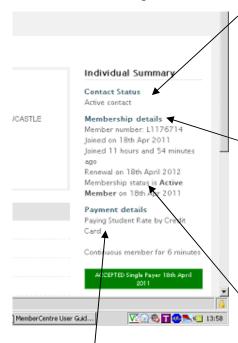
The **Individuals Advanced Search** engine produces tailored membership lists, such as all of your Young Labour members with an email address. These lists can be exported into spreadsheets by clicking on the 'export to CSV button' at the bottom of the results pages. The **Organisations Advanced Search** engine provides a link to the profile page of your CLP/Region/BLP. Please refer to the Reports chapter for instructions.

## 2.4. Understanding a Member's Record

Once you have selected the matching result of the member's record you would like to view, you will be directed to that member's Overview page. The Overview page lists the member's personal contact information; name, address, telephone number, date of birth etc, the organisations they belong to, i.e. the Region, Constituency, Branch and Ward they belong to and a summary of their membership subscription and history.



#### **Individual Summary**



#### Payment details

This section lists the membership rate that the member is entitled to and the method by which they pay.

Membership rates; Honorary, Parliamentary, Standard, Reduced, Student and Youth **Contact Status** - MemberCentre is a database of members, past members and supporters. Each type of individual is described as a 'contact' who is Active, Gone Away, or Deceased. An active contact is an individual who we have a current address for - it does not necessarily relate to their membership subscription.

#### Membership details

For contacts who are members, you will see listed here their membership number, the date that the member joined (please note that if a member has previously had a lapse in their subscription and subsequently rejoined the party, then the date listed here is the most recent join date), how long they have been a member, when they are due to renew their membership and the status of their membership subscription.

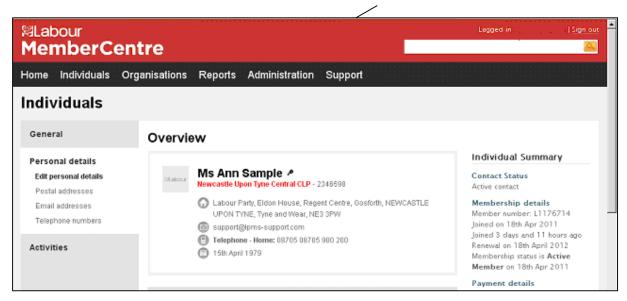
#### **Membership Statuses**:

- Accepted Member = paid-up/complete subscription or an active continuous payment such as Direct Debit, Standing Order
- Part Arrears = a member who has paid part of their membership subscription by cheque or who has a failed but active DD/SO instruction
- Arrears = outstanding balance on a full year's subscription
- Cancelled = a membership that has been cancelled for a constitutional reason
- Lapsed = where an outstanding membership balance has not been paid within 6 months of the time of renewal
- Resigned = a member who asked the party to cancel their membership

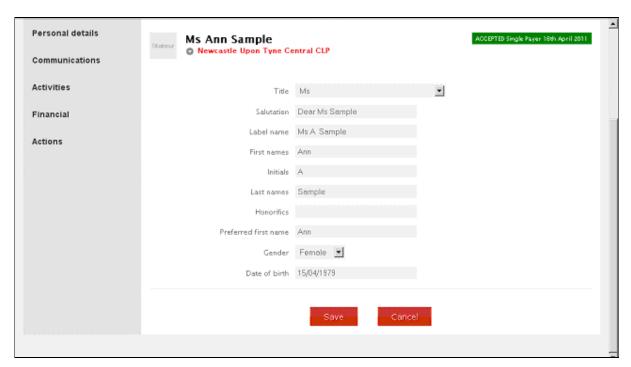
## 2.5. Editing a Member's Contact Details

## 2.5.1 Editing Personal details

**Step 1**: At the Member's Overview page, click on the 'Personal Details' tab then select 'Edit personal details' to amend the member's title, name, gender or date of birth.

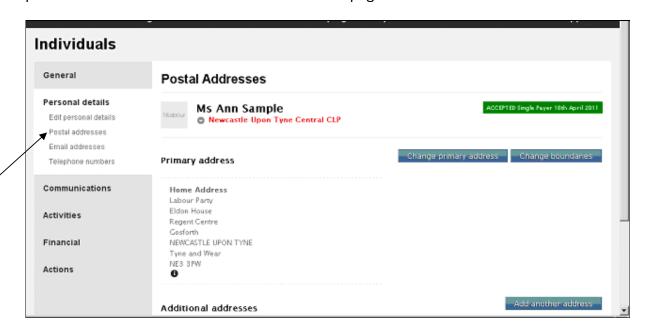


**Step 2:** At the 'Edit personal details' page you amend the historical data by clicking in the relevant grey box and typing over the existing data. Click 'Save' when you have completed your amendments.

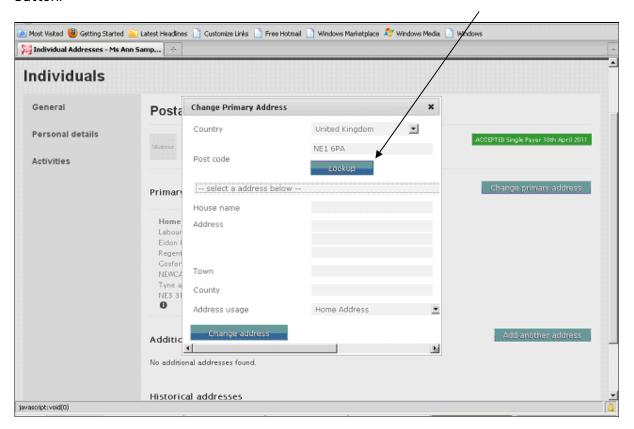


## 2.5.2. Editing a postal address

**Step 1:** To amend the postal address of a member, click the 'Postal addresses' tab from the personal details menu of the member's overview page.

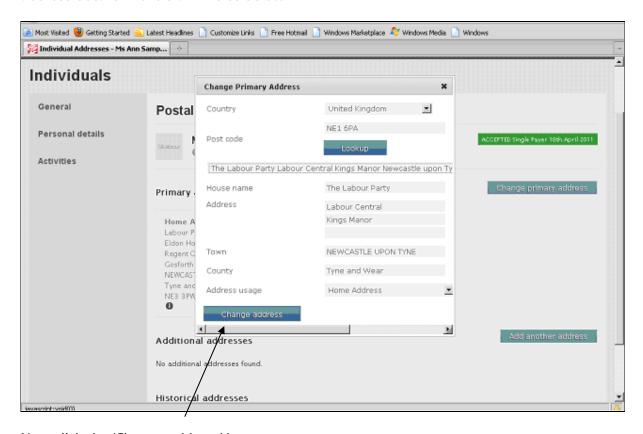


**Step 2:** Click on the 'Change Primary Address' button on the right hand-side of the screen and the 'Change Primary Address' pop-up box will appear. If the member is still residing within the UK, then enter the postcode of the new address and click on the 'Lookup' button.



**Step 3:** Now click on the drop down menu entitled 'select address below' and a list of addresses at the post code you entered will appear for you to select from. All you need to do now is click on the correct number/named address and the remaining address fields will automatically populate for you.

N.B. if the new address does not appear in the drop-down menu, then select the option at the bottom of the list; 'my address is not in the list' and proceed to manually enter the address details in the blank fields below.



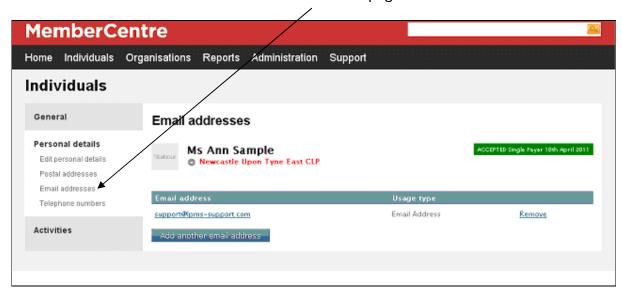
Now click the 'Change address' button.

**Step 4:** Once you have clicked on the 'Change address' button, a prompt will appear asking you to confirm if the current primary address should be made historical or be recorded as an additional active address. You will only need to select 'Additional' if the member has acquired a second home or if you are adding a work or term-time address for students. *Please note that you will need to change the address usage for additional addresses.* 

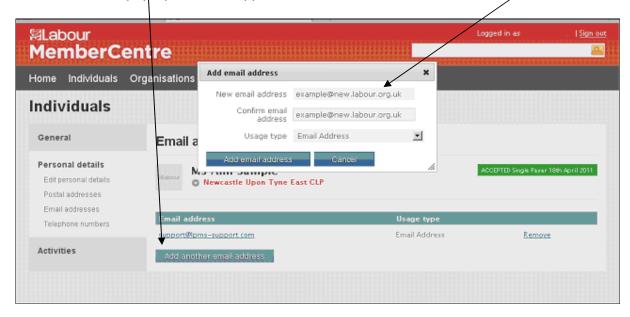


## 2.5.3. Editing an Email Address

**Step 1:** To amend a member's email address, click on the 'Email addresses' tab from within the 'Personal details' menu of the member's overview page.



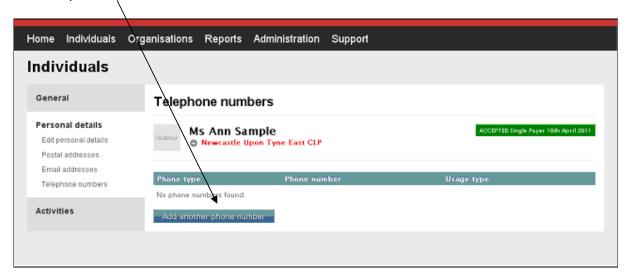
**Step 2:** Click on the 'Add another email address' button and enter the details of the new address into the pop-up box that appears. Now click on the 'Add email address' button.



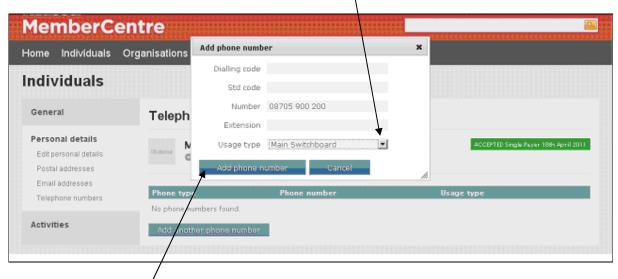
N.B. if you are changing an old email address then select 'Email Address' from the Usage type drop-down menu and then select 'remove' from the old address. If you are adding an additional address then select the appropriate usage description, such as 'Email Address - Alternative'.

## 2.5.4. Editing a Telephone Number

**Step 1:** To amend a member's telephone number, click on the 'Telephone numbers' tab from within the Personal details menu of the member's overview page and then select 'Add another phone number'.



**Step 2:** Enter the details of the new number into the 'Add phone number' pop-up box that appears; select the usage type, for example 'Telephone Home' from the drop-down menu and then click on the 'Add phone number' button to complete the edit.

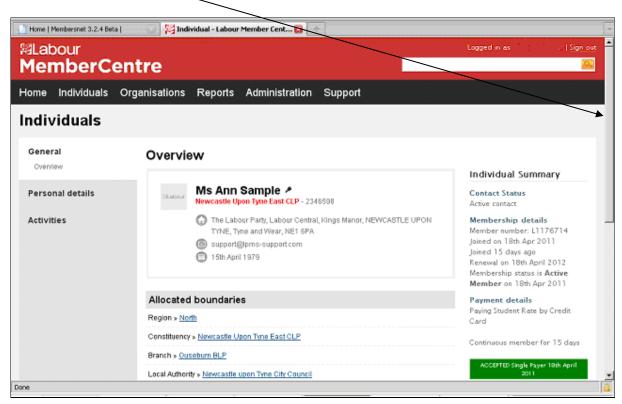


N.B don't forget to remove any old numbers that are no longer in use and to set the new number as the primary telephone number (unless you have added an additional number that is not the member's primary number).

## 2.6. Reporting a Member as Deceased

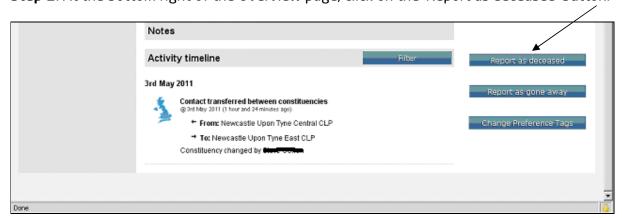
To notify the Party that a member is now deceased and therefore cancel all activity with their membership, you first need to open the member's contact record -see chapter 2, section 2.2, pg 6. 'Finding an Individual Member' for how to do this.

**Step 1:** At the individual member's Overview page, you will see that there is a scroll bar available at the right-hand side of the screen. Hover your cursor over the scroll bar and drag the screen down.

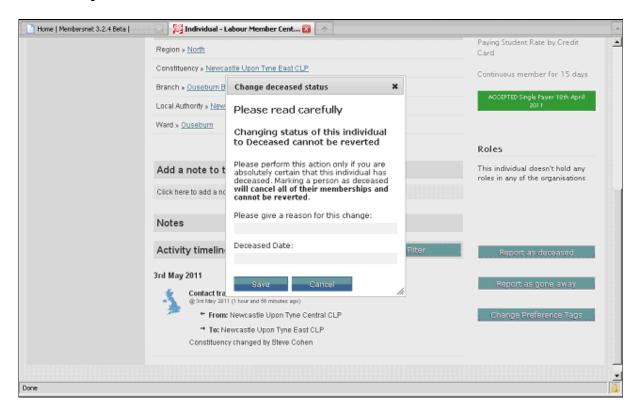


N.B you should automatically be directed to the Overview page of the member's record when you first select their contact name from the search engine. To navigate back to this page all you need to do is select General and Overview from the menu on the left-hand side of whichever screen you are on (from within a member's record).

**Step 2**: At the bottom right of the Overview page, click on the 'Report as deceased' button.



**Step 3:** A message will automatically pop-up informing you that this action is irreversible. You are also required to confirm how this was communicated and the date the member died. Once you have entered this information, click 'Save'.



The member's membership and contact statuses will instantly be recorded as cancelled and no further contact will be made with this member from the national party.

**N.B** it is recommended that local parties always create new membership lists for any communication or campaign to be carried out in order to prevent accidental contact with the recently deceased.

# 2.7. Reporting a Member as having Gone Away

To notify the Party that a member is no longer at the address listed on MemberCentre but you do not have their new address details, you can report a member as having 'Gone Away'. To do this you first need to open the member's contact record -see chapter 2, section 2.2, pg 6. 'Finding an Individual Member' for how to do this.

**Step 1:** As illustrated above in 'Step One' of 'Reporting a Member as Deceased', you will see that there is a scroll bar available at the right-hand side of the individual member's Overview page screen. Hover your cursor over the scroll bar and drag the screen down.

**Step 2**: At the bottom right of the Overview page, click on the 'Report as gone away' button (see overleaf).



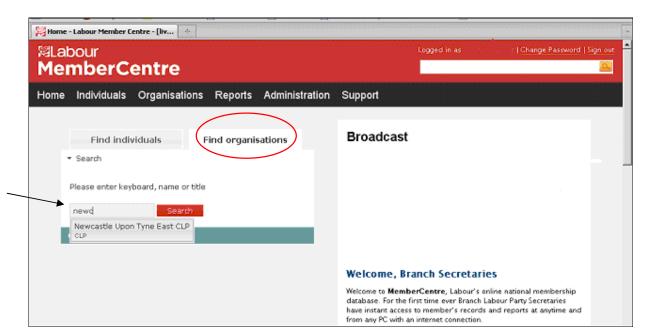
## 2.8. Find Organisations

As a local user you can search for the profile record of any organisation that you are a part of. In most cases this is your Regional Office, Constituency Labour Party, Branches, Local Authority and Wards. The profile pages list the organisation's Key Contacts (party officers, staff and elected representatives) with their contact details; and the office address and contact details.

There are two ways in which you can find an organisation, either by using the quick search engine 'Find Organisations' at the Homepage or via the 'Organisations' pages from the menu running across the top of whichever screen you are on - see chapter 2 'Organisations' on page 22 for guidance on the Organisations functionality.

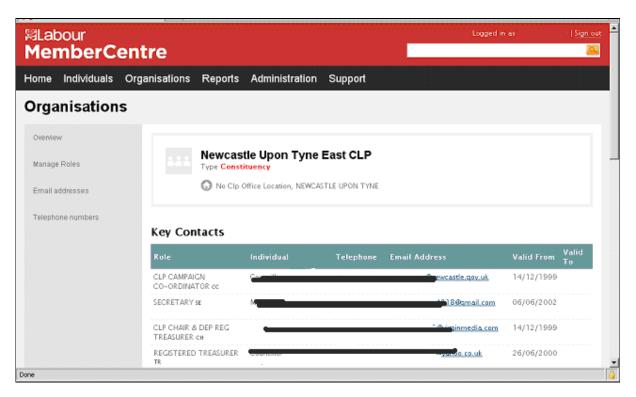
## **Find Organisations**

**Step 1:** Begin to type the name of the organisation you wish to find within the search box of the 'Find Organisations' tab. As you type, possible matches will auto-complete in a dropdown box for you to select the matching record. Alternatively, you can click on the search button to retrieve a full list of all the possible matching records.



**Step 2:** Select the matching result to open the organisation's profile.

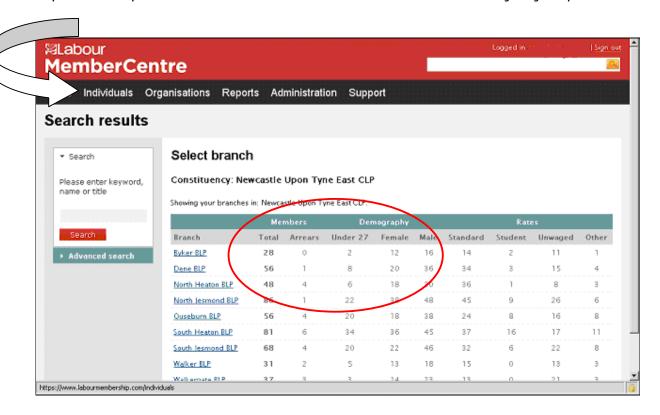
Organisation overview page:



#### 3. Individuals

#### 3.1. Introduction

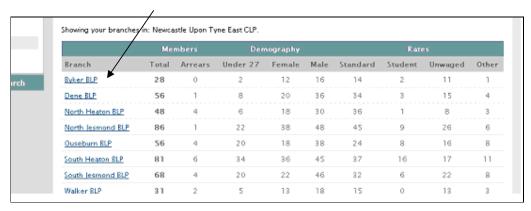
Within the menu bar running across the top of the screen, you will see a heading for 'Individuals'. This functionality has been designed so that you can quickly and easily see a list of all of your current members by branch. The lists are available for you to view online; export into a spreadsheet, such as Microsoft Excel; or even send directly to your printer.



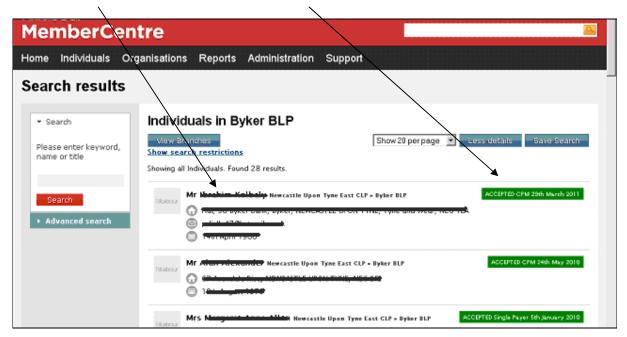
The first page that you will be directed to displays a list of the Branch Labour Parties (BLPs) that you have access to. Headline membership figures are displayed for each of the branches, so that you can quickly identify any changes.

# 3.2. Branch Membership Lists

**Step 1:** To view a list of current members in a particular branch, click on the corresponding branch name within the table - the branch names are highlighted in blue which means that they are hyperlinks to other pages.

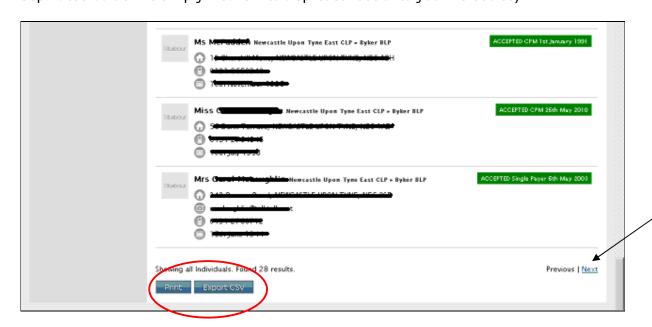


**Step 2:** You will now be presented with a list of the current members within the selected branch. You can choose to have the list presented to you as a simple list of names by clicking on the 'Less details' button, otherwise the default presentation includes the basic contact details, membership status and join date of each member.



From here you can click on a member's name and be automatically taken to their membership record. Clicking the 'back' button on your browser should take back to the list.

**Step 3**: Scroll down to the bottom of the list/page to navigate through the list of members as the default number of members listed per page is 20. At the bottom of the page you will also see two options to either print the list or export it to CSV (this stands for Comma Separated Value and simply means into a spreadsheet onto your PC/device).

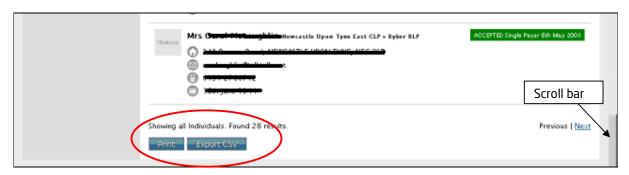


**N.B** for full constituency membership lists please see pg 29 for the Reports functionality.

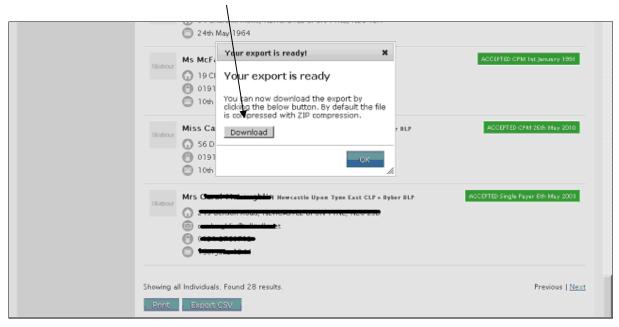
## 3.3. Exporting Membership Lists to your PC

You can create lists of members or contacts via the Advanced Search, Individuals or Reports pages of MemberCentre. When you have selected a list via Advanced Search or Individuals, you can export the data into a spreadsheet (such as Microsoft Excel or Access) using the 'Export CSV' button, located at the bottom of the list/report that you have selected.

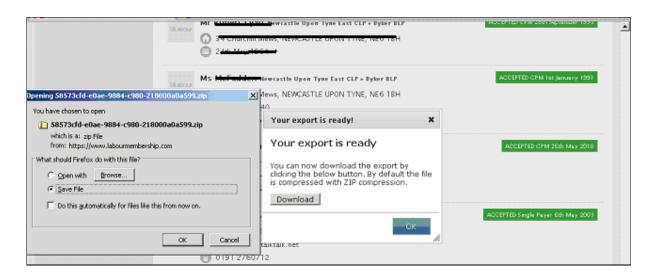
**Step 1:** Click on the 'Export CSV' button at the bottom of the list that you have just created by scrolling down the page. See chapter 3, 3.2, pg 18; Branch Membership Lists for instructions on how to select a list of your current members.



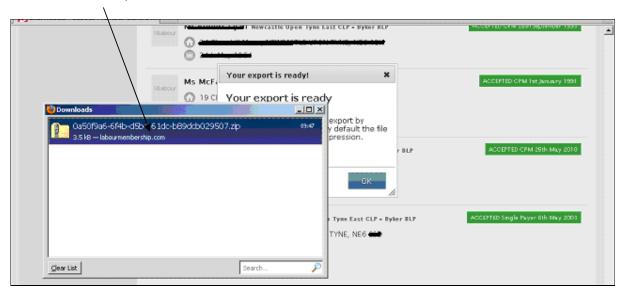
**Step 2**: A pop-up box will automatically appear asking you to download the exported data file. Click on the 'Download' button.



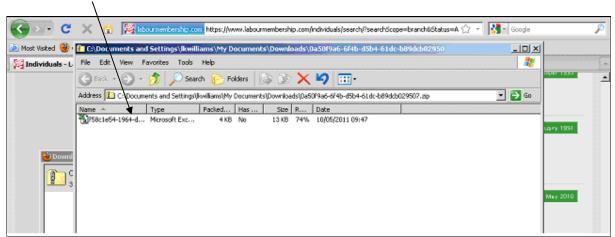
**Step 3:** After a couple of seconds another pop-up box will appear prompting you to open or save the file. Select 'Save File' and then click 'OK'.



**Step 4:** A 'Downloads' box will appear; double click on the zipped file entitled labourmembership.com.



**Step 5**: Double click on the file name to open the spreadsheet. It should automatically default to open in Microsoft Excel. Your spreadsheet should now open.



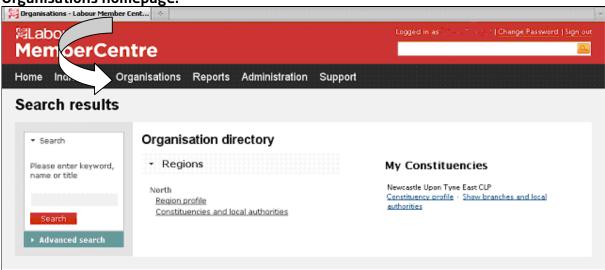
# 4. Organisations

#### 4.1 Introduction

The Organisations functionality acts as a directory for all the organisations that are linked to your constituency. You would use Organisations to look-up the contact details of your offices (such as your Region, Constituency, Local Authority or branches) and your post holders or 'key contacts'.

From within an organisation's directory or 'profile page' you can update the roles that are held and the email and telephone numbers of your key contacts. You can also link through to the membership records of any of the key contacts linked to that organisation.

Organisations homepage:

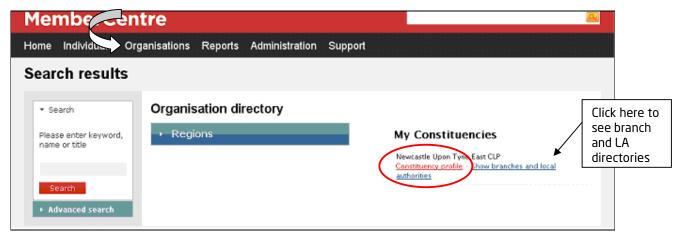


# 4.2 Organisation directory

By clicking on the 'Regions' heading from the Organisations directory page, you can access the profile pages of your regional office or the constituencies and local authorities that you have access to. At the right hand side of the screen there is a quick link option to the constituency and branch profile pages that you are the secretary or key contact for.

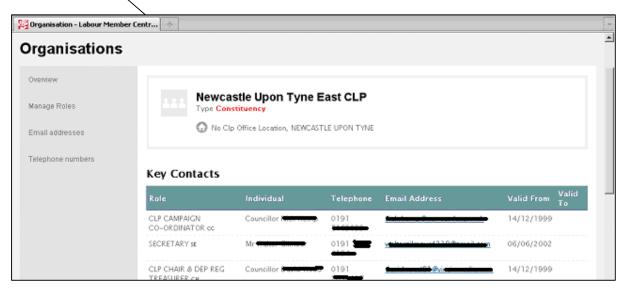
# 4.2.1. Constituency profile

**Step 1:** To look up the directory of your constituency, click on 'Constituency profile' under the heading 'My Constituencies'.



**Step 2:** At the overview page of the constituency profile you are presented with a list of your role holders divided into Key Contacts and Other Staff. 'Key Contacts' are the roles that you are required to fill with officers and 'Other Staff' includes roles that are more temporary or campaign specific.

**Tip:** From this page you can also email your contacts directly by clicking on the individual's email address.

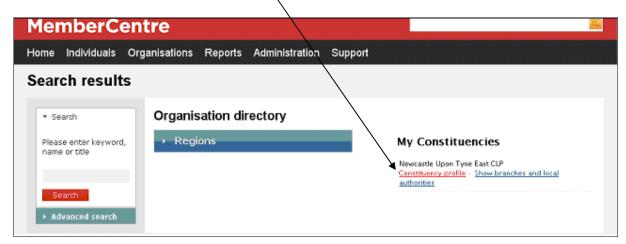


N.B. if you would like a printed report of your role holders, go to the 'Reports' functionality; select 'Role Holder Reports' and then 'Constituency profile' from the list of standard reports available on the left hand-side of the Reports screen.

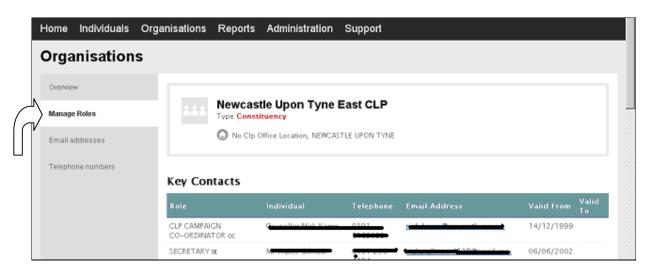
# 4.2.2. Manage Roles - Amending your post holders

**Step 1:** Click on 'Organisations' from the main menu running across the top of all screens, and you will be directed to the 'Organisations Directory' page which is divided into two sections; 'Regions' and 'My Constituencies'.

**Step 2**: Under the My Constituencies heading on the right-hand side of the page, click on the 'Constituency Profile' or 'Show branches and local authorities' link depending on the organisation type you wish to update the roles for. For this example, we will be updating a constituency officer.

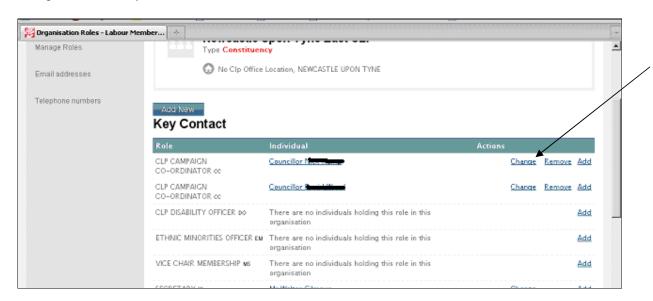


**Step 3:** From the menu on the left hand side of the Constituency profile page, click on the 'Manage Roles' tab. You will now be directed to a list of roles held within your organisation.

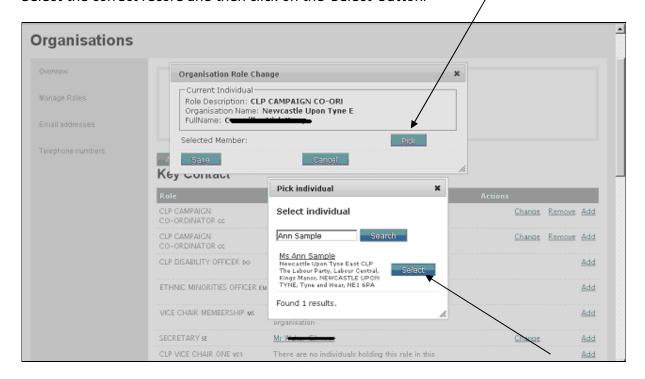


**Step 4:** Displayed alongside the roles, are the names of the officers and a number of options with which to update them; 'Change', 'Remove' and 'Add'. Please note that some roles are mandatory, therefore the 'Remove' option will not be displayed in these circumstances.

To change the officer who holds the role, click on the 'Change' tab that corresponds to the role you wish to update.



**Step 5:** An 'Organisation Role Change' pop-up box will appear. Click on the 'Pick' button to retrieve the membership record of the new officer [N.B. you will need their membership number, full name, postcode or email address]. Depending on the search criteria you entered, you will either be offered an exact record match or a list of possible matches. Select the correct record and then click on the 'Select' button.



**Step 6:** Click 'Save' on the Organisation Role Change pop-up box. *Please note that some roles, such as Secretary, require a mandatory email address. In these cases you will be prompted to enter the address before you can save the change.* 



**Step 7**: At the CLP profile page you will now see that the officer of the role has been updated. Follow the steps above 'if a role is needs to be made vacant or if a vacant role has been filled, however, at step 4 either click on the 'Remove' or 'Add buttons respectively.

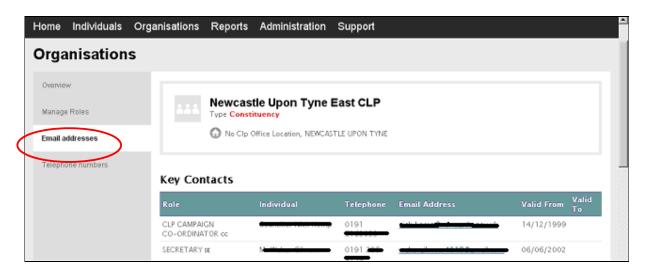
#### **IMPORTANT NOTICE**

When updating a role holder, please take note of who is listed as the Report Recipients, as you may also need to update these at the same time. Report Recipients are listed underneath the Key Contacts as 'Other' and are entitled; MAR Report Recipient (officers who receive the Monthly Action Report), QUA Report Recipient (officers receive the Quarterly Membership Report) and the FIN Report Recipient (officers who receive the Financial Report).

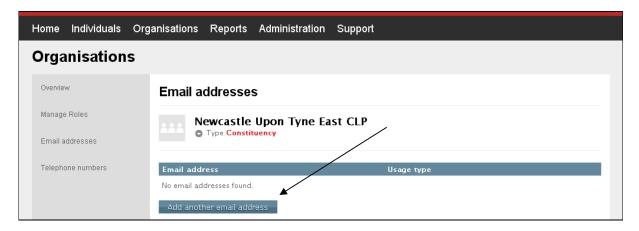
# 4.2.3. Organisation Email Addresses

Constituency and Branch organisations can have a general or office email address listed against their profile pages. To add an email address, follow the instructions below.

**Step 1:** At the constituency profile page, click on 'Email addresses' from the left hand side menu.



**Step 2:** Click 'Add another email address'.



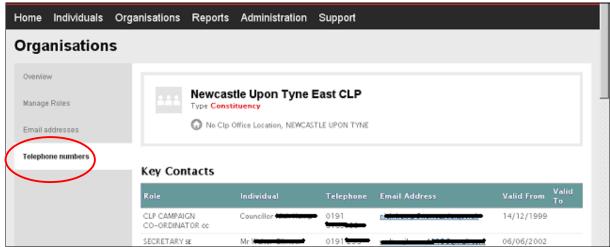
**Step 3:** A pop-up box will appear for you to enter the address. Then click Add email address.



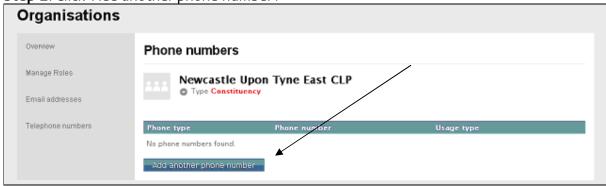
## 4.2.4. Organisation Telephone Numbers

Constituency and Branch organisations can have a general or office telephone number listed against their profile pages. To add a telephone number, follow the instructions below.

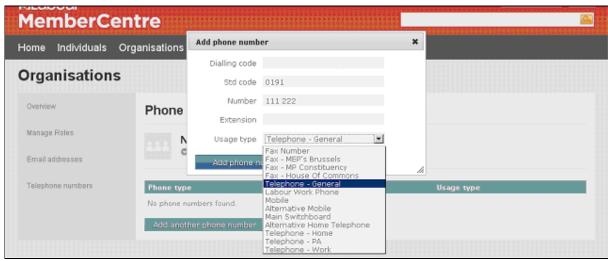
**Step 1**: At the constituency profile page, click on 'Telephone numbers' from the left hand side menu.



Step 2: Click 'Add another phone number'.



**Step 3**: A pop-box will appear for you to enter the telephone number. If it is a landline, then enter the area code in the STD code box, e.g. 0191 and the remaining digits in the Number box. Don't forget to identify the number as Telephone -General under 'Usage Type'.



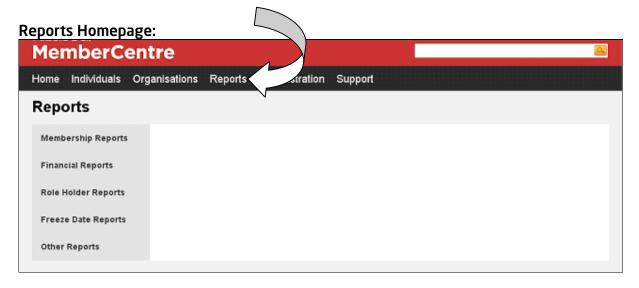
× Home Individuals Organisations Add phone number Dialling code **Organisations** Std code 0191 Number 111 222 Phone Manage Roles age type Telephone - General Email addresses 4dd phone number Telephone numbers Phone number Phone type No phone numbers found.

**Step 4**: Click Add phone number to complete the process and list the new number.

# 5. Reports

#### 5.1. Introduction

At Reports you will find a categorised list of standard membership reports for you to generate and view on-line, or export into a formatted document (e.g. Microsoft Word) or CSV spreadsheet (e.g. Microsoft Excel). The categories include Membership (where you will find reports such as your CLP Membership Report, Membership Action Report, Youth, New and Cancelled Members' Reports); Financial, Role Holder and Freeze Date reports among others.

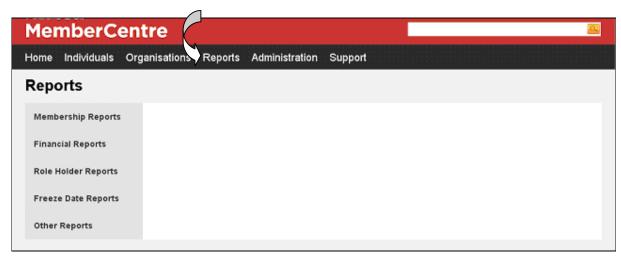


## 5.2. Membership Reports

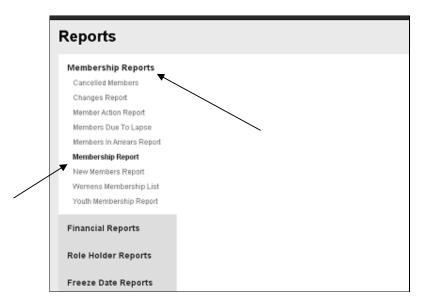
There are currently nine pre-defined membership reports available to select from and run at any time of the day or month, as many times as you wish. They have been created to help you manage your membership activity and communications. For the purpose of this user guide, we will demonstrate how to run a CLP Membership Report/List, a New Member Report and a Monthly Action Report.

# 5.2.1. How to run a Membership Report

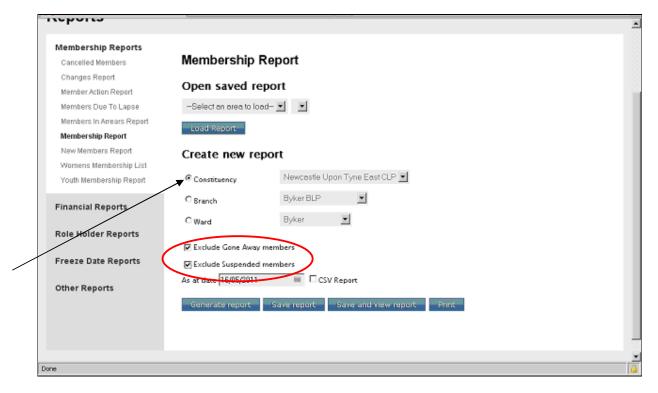
**Step 1:** at the homepage, click on the 'Reports' tab from the main menu running across the top of the page.



**Step 2**: Click on the report category tab entitled 'Membership Reports' and then the report entitled 'Membership Report'.



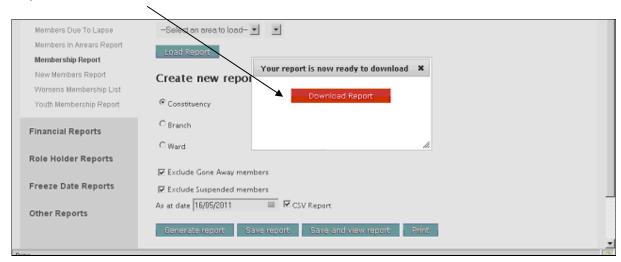
**Step 3**: At the 'Membership Report' page, you will see a number of drop-down boxes for you to vary the criteria of the report. As a CLP access user, you will see that you have the option to run a report for your entire CLP, for a single branch or a single Ward by clicking within the circle featured on the left-hand side of 'Constituency', 'Branch' or 'Ward' respectively. At this stage you can also opt to remove members who are recorded as Gone Away or suspended from the report. The date for the report should automatically display the current day's date. *N.B If you want a snap shot of your membership at a previous date you should opt to run a Freeze Date Report.* 



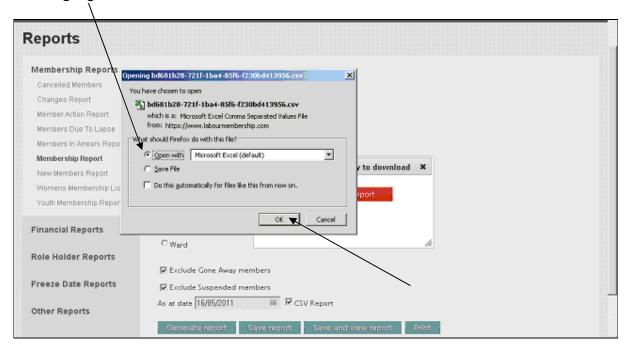
**Step 4:** You can now generate the report. If you would like to export the report into a spreadsheet format, such as Microsoft Excel, then click in the 'CSV Export' tick box and then click 'Generate report'. Alternatively, to view the report online simply click 'Generate Report' without selecting the CSV Export box. Click on the 'Print' button at the top of the online report if you would like to print a copy. *N.B you can save a report at any time and it will remain within the 'Open Saved Report' drop down box for you to retrieve at any time.* 

Reports		
Membership Reports		
Cancelled Members	Membership Report	
Changes Report		
Member Action Report	Open saved report	
Members Due To Lapse	-Select an area to load- ▼	
Members in Arrears Report	Load Report	
Membership Report	Load Report	
New Members Report	Create new report	
Womens Membership List		
Youth Membership Report	Constituency Newcastle Upon Tyne East CLP   ■	
Financial Reports	C Branch Byker BLP	
	C Ward Byker	
Role Holder Reports		
	Exclude Gone Away members	
Freeze Date Reports		
	As at date 16/05/2011 ■ CSV Report	
Other Reports		
	Generate report Save report Save and view report Print	
	/ <b>/</b>	
	Membership report	<u> </u>

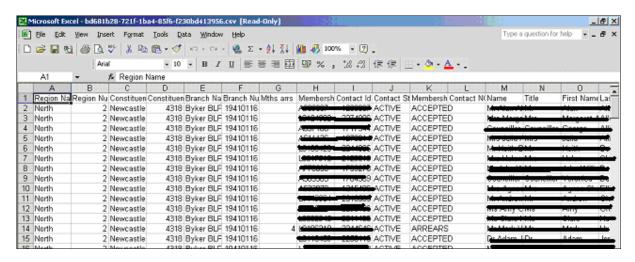
**Step 5**: If you have to chosen to export the report into a spreadsheet, a pop-up box will automatically appear asking you to download the exported data file. Click on the 'Download Report' button.



**Step 6:** A secondary pop-up box will appear asking you to open the file in Microsoft Excel or save the file. To open the file, check that the radio button next to Microsoft Excel has been highlighted and then click on OK.



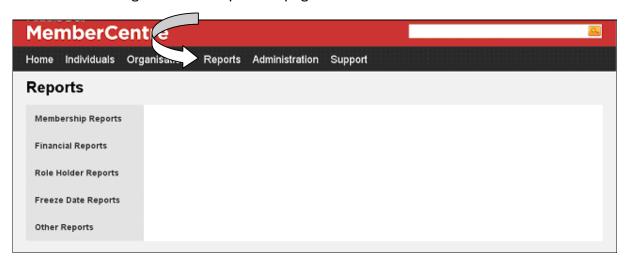
**Step 7**: A membership report listing all your current members should automatically open as a Microsoft Excel Spreadsheet.



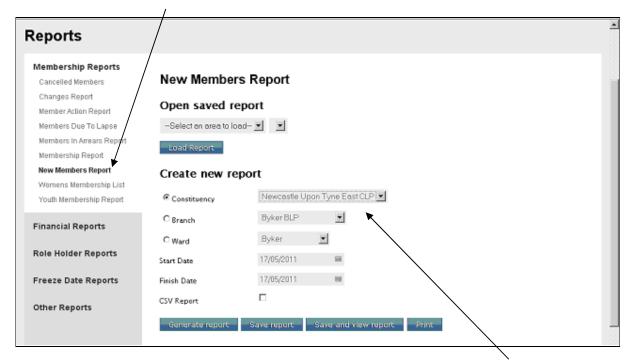
N.B see chapter 2, section 2.4; Understanding a Member's Record or chapter 8; Glossary of Terms for an explanation of what a contact status, membership status and renewal date is.

## 5.2.2. How to create a report of new members

**Step 1**: To create a report of newly joined members, click on the 'Reports' tab from the main menu running across the top of the page.



**Step 2**: At the Reports page you will see a list of standard pre-defined reports, click on the 'New Members Report'.



**Step 3**: At the New Members Report page, you will see a number of drop-down boxes to vary the criteria of the report. The 'Constituency' drop-down box should be pre-populated with the CLP that you represent. If it is not, then click on the arrow button at the side of the box and select your CLP. As with the Membership Report, you can opt to select all new members within your CLP, a Branch of your CLP or a Ward within your constituency.

**Step 4**: you can now select a date range for the report - for example, if you would like to pull off a list of all new members who have joined in the last two months, you would click on the calendar icon at right hand side of the 'Start Date' drop-down box, scroll back through the months by clicking on the left pointing arrow at the top of the pop-up calendar

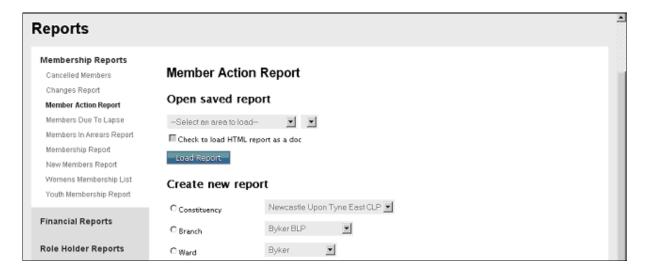
and click on the required date (ensure you have the correct year). The 'Finish Date' drop-down box should be pre-populated with the current day's date. You can amend this to any date after the Start Date you have entered.



**Step 5**: Now generate the report. If you would like to export the list of new members into a spreadsheet format, such as Microsoft Excel, then click on the 'CSV Export' box and then click on the 'Generate report' button. Alternatively, if you would like to view the list as a formatted document for printing, simply click 'Generate Report' without selecting the CSV Export box and then click on the 'Print' button at the top of the report. See chapter 5, section 5.2.1 How to run a Membership Report for further instructions on how to export the report into Microsoft Excel.

## 5.2.3. What is a Membership Action Report (MAR)?

The Member Action Report details all of the changes that have taken place within your CLP membership. The report lists details of new joiners, members who have lapsed, resigned or Gone Away and members who have moved into your CLP from another, as well as transferred out of your CLP. The MAR report can be generated at any time and within any date parameters that you choose.



## 5.3. How to Create a Freeze Date Report

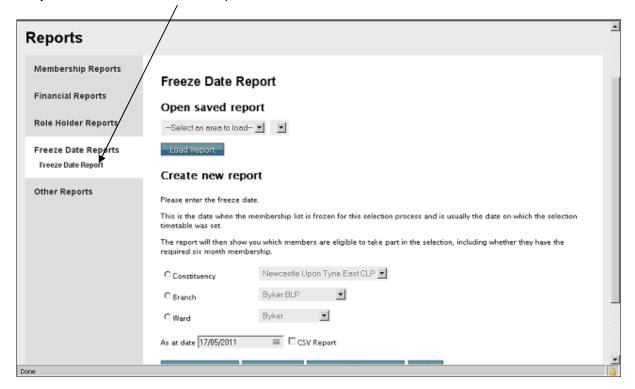
Freeze date reports are created when a selection ballot for a local candidate begins. The freeze data is the date when the membership list is frozen for the purposes of a selection process. This date will have been set out in the timetable for the specific selection taking place.

The report lists all the members in the CLP indicating who is eligible to take part in the selection, including whether they have the required six months membership.

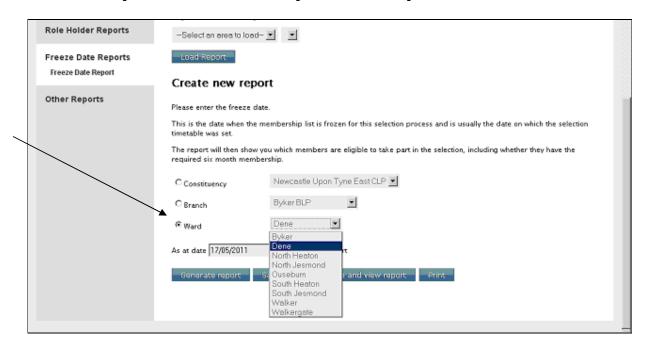
**Step 1**: To create a Freeze Date Report, click on the 'Reports' tab from the main menu running across the top of the page and then click on 'Freeze Date Reports' from the submenu at the left hand side of the page.



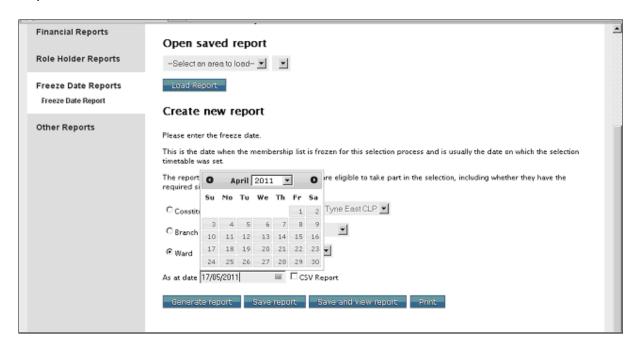
Step 2: Click on Freeze Date Report.



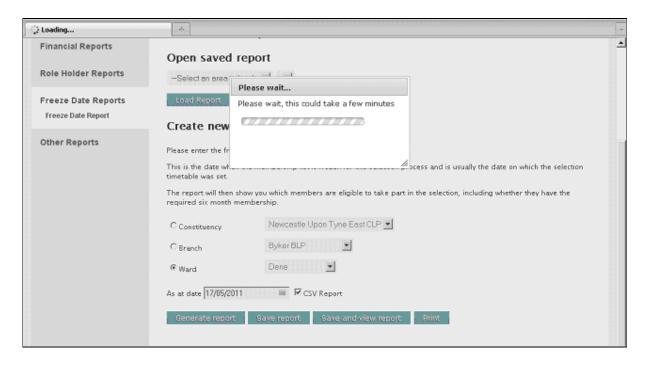
**Step 3:** At the Freeze Date Report homepage, you will see a number of drop-down boxes to vary the criteria of the report. The 'Constituency' drop-down box should be prepopulated with the CLP that you represent. If it is not, then click on the arrow button at the side of the box and select your CLP. You can opt to run the report for your whole CLP, a Branch within your CLP or a Ward within your constituency.



**Step 4:** You can now select the date when the membership list is frozen from (not six months previous to this date). Click on the calendar icon at right hand side of the 'As at Date', and a calendar box will pop-up. Scroll back through the months if necessary, by clicking on the left pointing arrow at the top of the pop-up calendar and click on the required date.



**Step 5**: Now generate the report. If you would like to export the list of new members into a spreadsheet format, such as Microsoft Excel, then click on the 'CSV Export' box and then click on the 'Generate report' button as demonstrated below. Alternatively, if you would like to view the list as a formatted document for printing, simply click 'Generate Report' without selecting the CSV Export box and then click on the 'Print' button at the top of the report. See chapter 5, section 5.2.1 How to run a Membership Report for further instructions on how to export the report into Microsoft Excel.



# 6. Local Attributes - Tags

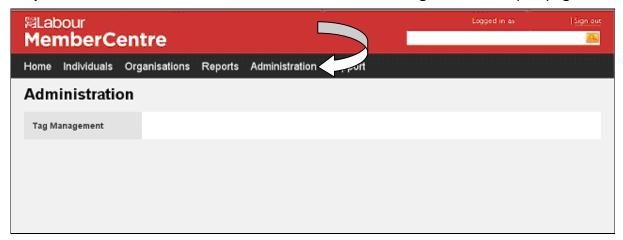
#### 6.1 Introduction

It is possible to 'Tag' individual members with local information that helps you to organise your campaigns or segment your membership data. In the past, these were referred to as Local Attributes and were carried over to MemberCentre from the old Labour.people databases.

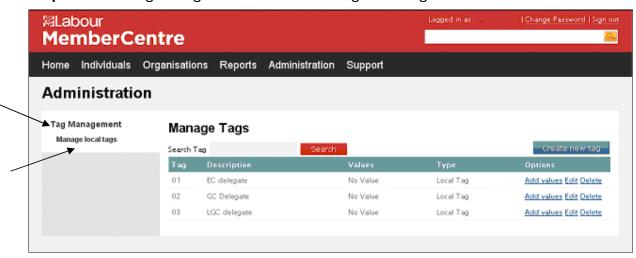
Some of the tags that have been created by local parties include, 'requires lift to polling station', 'takes part in raffle', 'Ward Organiser', 'canvasser', 'postal voter' and 'willing to door knock', amongst many others. Local parties can then create lists of members who have a particular tag or who have a combination of tags in order to contact them or to analyse trends within their membership.

## 6.2.1. How do I create a tag?

**Step 1**: Click on the 'Administration' tab from the menu running across the top of page.



**Step 2:** Select 'Tag Management' and then 'Manage local tags'.



**Step 4:** Click on the 'Create new tag' button and a Create Tag pop-up box will appear.



**Step 5:** Input a new Tag Code (no spaces). This should be a short reference code for your local tag such as GC2011

**Step 6:** Input a Tag Description (this will then be displayed on the member's profile), such as General Committee member 2011

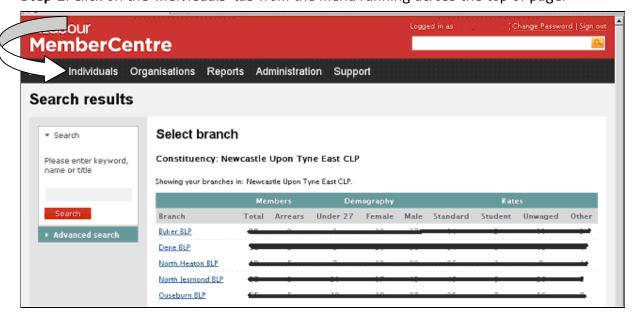
**Step 7:** Now choose a suitable Tag Type from the drop-down menu;

- Preset Values these are pre-defined values that you can create to sub-categorise the tag, such as General Committee member - branch delegate, or General Committee member - union delegate or General Committee member - other delegate
- No Value for tags where no sub-categories are required.
- Any Value allows you to enter any value at the time of applying the tag to an individual's record.

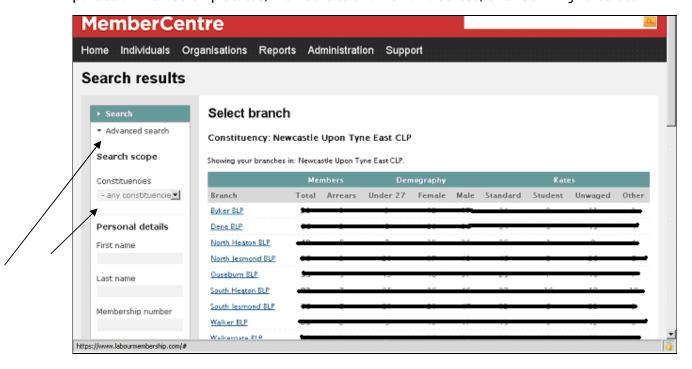
**Step 8**: Select Save. Your new tag is now ready to be used.

# 6.2.2. How do I generate a list of members with a tag?

**Step 1**: Click on the 'Individuals' tab from the menu running across the top of page.



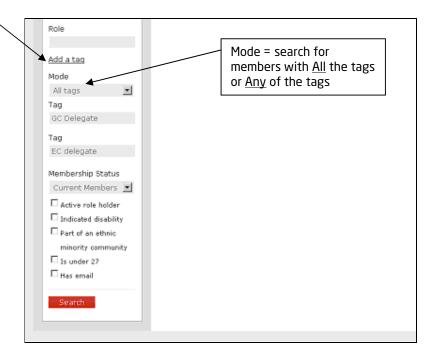
**Step 2**: Select 'Advanced Search'. The system will default to look for all current members within any CLP that you have access to. You can narrow the search by selecting the Constituency and/or the Branch from the drop-down menus. You can narrow the search field even further to look for an individual member, a gender type, members with a particular membership status, members with an email address, or under 27 yr olds etc.



**Step 3:** Using the scroll bar at the right hand side of the page, scroll down until you see 'Add Tag' within the Advanced Search criteria box. Click on Add Tag.



**Step 4**: Input the tag description of a tag that you have created. You can lookup multiple tags by clicking on 'Add Tag' again and entering the next tag description. If you are looking up multiple tags you will need to confirm if you want to select members who have <u>all</u> of the tags you have entered recorded against their record by clicking on 'Select Mode' = 'All tags', or if you want to select members who have <u>any</u> of the tags you have entered by clicking on Select Mode = One or More tags.



N.B the system will auto complete the name of the tag if a match is found. If no matches are found then ensure you have inputted it correctly. To view a full list the tags you have created, go to 'Administration' and select 'Manage Local Tags'.

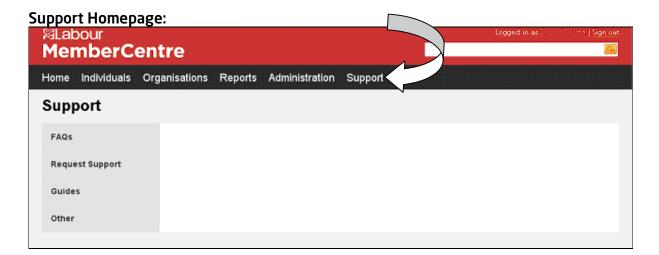
**Step 4**: Click Search. You should now be presented with a list of members matching your search criteria. If you want to export the list there is an option at the bottom of the page to export to CSV format or Print.

# 7. Support and Feedback

#### Support

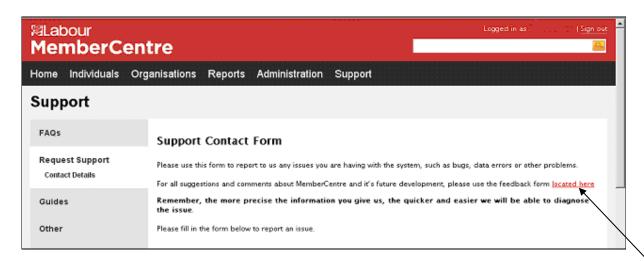
We hope that you find MemberCentre intuitive and easy to use; however there is a support section available if you have any questions about how to use MemberCentre. Within 'Support' you will find an FAQ section and user guides, including this beginner's guide. There is also an online support form for you to report an error, bug or other problem in the system that you may have encountered. Alternatively you can call our technical helpline on 01670 706 889 between 9am and 5pm Monday to Friday or email us at <a href="mailto:labourmembership@new.labour.org.uk">labourmembership@new.labour.org.uk</a>.

N.B if you any questions about accessing MembersNet, please call our Campaign Support number on 020 7783 1291.



#### **Feedback**

For all suggestions and comments about MemberCentre and its future development, please use the feedback form located within 'Support'; 'Request Support' and 'Contact Details' - see below.



# 8. Glossary of Terms

1. Accepted -Current member in full compliance i. CPM Payer -Continuous Payment Method; Direct Debit/Standing Order ii. SPM Payer -Single Payment Method; Debit Card, Credit Card, Cheque 2. Active Member -Current member with a paid up membership subscription or has an active continuous payment such as DD or SO 3. Arrears -Outstanding balance on a full year's subscription i. Part Arrears -Where part of a membership subscription has been paid by SPM but there is still an outstanding balance or where a DD/SO has failed at the point of claim but remains an active instruction 4. BLP -**Branch Labour Party** 5. CLP -Constituency Labour Party 6. Contact Status -MemberCentre is a database of members, past members and supporters. Each type of individual is described as a 'contact' who is Active, Gone Away, or Deceased. This does not describe their membership subscription/status. i. Active -An active contact is an individual who we have a current address for. ii. Deceased -An individual who is now deceased. Their membership status will also be recorded as deceased. iii. Gone Away -An individual who we no longer have a current address for. 7. Current Member -A contact who has an active membership subscription. They can either be fully paid up or in arrears. 8. Membership Rate i. Honorary -A free membership rate that is available to members who have had a continuous membership for 50yrs ii. Parliamentary -A supplementary rate for members of parliament iii. Reduced -A discounted rate available to pensioners, unwaged members and trade union political levy payers or affiliate members. A non-discounted rate iv. Standard v. Student -A discounted rate available to members in full-time higher education. vi. Youth -Available to under 27 year olds

9. Membership Status -The current status of a member's membership subscription. i. Accepted -A paid-up/complete subscription or an active continuous payment such as Direct Debit, Standing Order ii. Arrears -A member who has an outstanding balance on a full year's subscription iii. Part Arrears -A member who has paid part of their membership subscription by cheque or who has a failed payment against an active DD/SO instruction iv. Cancelled A membership that has been cancelled for a constitutional reason Where an outstanding membership balance has not v. Ex Member Lapsed been paid within 6 months of the time of renewal vi. Deceased A member who is deceased vii. Resigned A member who asked the party to cancel their membership 10. MembersNet -The party's private website for members only to organise events, share best practice and communicate. 11. Renewal Date -The annual anniversary date of membership subscription

raffle ticket'.

12. Tag -

A mark against a member or a group of members records in order to select them in a list for a particular communication; such as, 'bought 2010



